

## CORPUS CHRISTI CALLER

THE CALLER PUBLISHING COMPANY

Frank H. Harrison, Managing Editor  
W. H. Craig, Advertising Manager  
Class Spots, Advertising Manager

## MEMBER ASSOCIATED PRESS.

The Associated Press is responsible for the use of reproduction of all news received by it or otherwise credited in this paper and also the news now published therein.

## SUBSCRIPTION RATES.

By Mail or Express. \$1.00 per year.  
One Year \$1.00. Two Years \$1.50.  
Five Months \$1.00.  
One Month \$0.25.

Advertisement of services, notices in boxes, descriptions, delivery of paper, and changes of address, should be addressed to CIRCULATION DEPARTMENT.

Addressees will receive communications and notices from dealers, manufacturers, importers and exporters in The Caller Publishing Company. All items, articles and communications should be addressed to CIRCULATION DEPARTMENT.

Entered as second-class matter at the post office in Corpus Christi, Texas.

PHONES  
Managing Editor 808  
Business Office 809  
News Department 810  
Editorial Department 811  
Advertising Department 812  
Circulation Dept. 813

CIRCULATION BOOKS OPEN TO ADVERTISERS.

Sunday, July 27, 1919.

## CHURCH SUPPERS.

The ladies of section seven of the First church will give a supper in the social rooms of the church edifice next Tuesday evening.

Our eye fell on this item.

We do not know what effect the high cost of food has had upon the church suppers as a great American institution.

But as it stood a generation ago it is most pleasantly exec on the mind.

In a prosperous congregation of a central west community one of those suppers could not be equaled in the matter of skill in food preparation.

As a whole they were epicurean works of art.

No educated and high satisfied French chef of any of the world's great hotels or restaurants could have even appreciated them.

And there was a reason.

These church suppers were a matter of co-operative, composite preparation.

Each housewife of the congregation was a consummate artist in the preparation of some one food item.

And it was so arranged that each supplied that which they prepared best.

Each gained a reputation for some one item and they took pride in maintaining and even surpassing it.

There was for instance Grandma Clark's much-treasured soap which she had sent to the church in a five-gallon stone jar, and she never tired my one that she put away in a jar.

Then there was Mrs. Peckins' excellent oysters, Mrs. Safford's light biscuits, Mrs. Gilbert's baked beans, Mrs. Hendon's olive pie, and Mrs. Clegg's (old-fashioned) cake down just to a certain shade of rich brown.

This house was always a wonder shopping bazaar filled with Mrs. McNeely's cold tarts, contributed to the children's table and over the last of which a battle was usually started that required several mothers and fathers on Sunday school teacher's duty to end.

Who else whooshed Mrs. Howland's cake around, flushed with "walking table" and anyone passed a compliment on her unique top-spirited concoction, and which they always did after she would bring a basket of her best that gray loaf as fresh as her hair and with a smile of pride she would say:

"It isn't near as good as I can do. I didn't have very good ingredients this time."

Of course this was just Mrs. Howland's way of dressing her compliment, but if her product had reached any higher state of perfection it would have literally fallen to pieces.

And the coffee?

It was always served close at hand, for it was surely nothing merely added to the meal, but even the most affluent families, and when home coffee was finally made itself, after a week or so, it was always served to by the children as church-ideal coffee.

About the only item of these old fashioned feasts that was "homely" or the "store" variety was the ice cream, and better in memory at least than that served today—but possibly it was the tin or wooden spoons with which it was eaten.

All the good old ladies responded for bringing the church such a supper up to a high state of perfection have either passed on or have taken to staying at home in enforced retirement by reason of accumulated years; but for any of us younger ones who have ever

partaken of one of these feasts, and who live today in retrospection of it, is to honor and pay tribute to their efforts and memories.

## MORE PROFIT FOR THE SMALL BUSINESS.

The small and individualized business can and should be made more profitable.

There are many small businesses in and about these cities conducted by the very best of citizens as I consider good service to their customers, but they are not profitable and in many cases are being conducted at an actual loss.

All this through the lack of just a little courage and knowledge of a few simple principles in the matter of cost distribution, and which could be brought out by the average bookkeeper of most any large business, where these principles are a matter of common everyday knowledge.

The profit from any business large or small, is after every element of cost of doing business has been subtracted.

The small store proprietor, for instance, who is merely getting a living out of his business is not making any profit out of it. He should charge up his living as a salary, the same as if he were working for someone else, and as part of the cost of doing business.

The same is true of the wife, daughter, or son who may spend a part of their time behind the counter—they should draw a salary.

Such is Married Life in Mich.

Judge Duthie, of Grand Rapids, Michigan, has ruled that a married woman may properly go to a doctor with another man for treatment. "The doctor cannot catch me without his husband ought to have been consulted in this country seven ages," the judge observed.

And this is the way life is Michigan some more.

JACOBSON, Minneapolis, James J., owner of Jacobsen's, claims to be the greatest tank heelers shoe, an imitation to be made into his salutary application for an investigation having been filed with the probate court by his wife.

I am going to ask the judge if he will permit me to excuse myself from testifying before the grand jury in this particular case," he said. "I don't want to be compelled to swear to something I don't believe in."

"Get out!" stated the wife.

Parker said he did not mind what his wife did, but he did not intend to interfere with her, but he could not stand for her habit of wearing high-heeled shoes.

These general principles of cost distribution and few more are well known to the average large business.

And there is a large and profitable opportunity in these cities for a young man or woman familiar with the accounting of a large and well ordered business to establish a bookkeeping service that will serve many small businesses.

This service should not be one of an efficiency expert, business doctor or even an expert accountant, but rather to open a simple set of books, post them or show someone connected with the business how to post them, draw off the trial balances every month and offer suggestions in the way of cost distribution and economies.

A simple set of books is not only the memory, but the meter of a business.

It will not in itself stop banks from making additional profits, but it will stimulate thought to this end and often point the way.

The young man or woman establishing a bookkeeping bureau for small businesses would not only find it profitable to himself, but more so to those employing the service.

Such a service would be of real value in promoting general business good order and concurrent community prosperity.

"The stars incline, but do not compel."

## HOROSCOPE.

Sunday, July 27, 1919.

The sun is in Cancer, the zodiacal sign of the month, and the moon is in Leo, the lion. The sun is in Cancer, the zodiacal sign of the month, and the moon is in Leo, the lion.

The day will be favorable for

those who are engaged in

business, and the day will be

unfavorable for those who are

engaged in sports and recreation.

Those who are engaged in

business, and the day will be

unfavorable for those who are

engaged in sports and recreation.

Those who are engaged in

business, and the day will be

unfavorable for those who are

engaged in sports and recreation.

Those who are engaged in

business, and the day will be

unfavorable for those who are

engaged in sports and recreation.

Those who are engaged in

business, and the day will be

unfavorable for those who are

engaged in sports and recreation.

Those who are engaged in

business, and the day will be

unfavorable for those who are

engaged in sports and recreation.

Those who are engaged in

business, and the day will be

unfavorable for those who are

engaged in sports and recreation.

Those who are engaged in

business, and the day will be

unfavorable for those who are

engaged in sports and recreation.

Those who are engaged in

business, and the day will be

unfavorable for those who are

engaged in sports and recreation.

Those who are engaged in

business, and the day will be

unfavorable for those who are

engaged in sports and recreation.

Those who are engaged in

business, and the day will be

unfavorable for those who are

engaged in sports and recreation.

Those who are engaged in

business, and the day will be

unfavorable for those who are

engaged in sports and recreation.

Those who are engaged in

business, and the day will be

unfavorable for those who are

engaged in sports and recreation.

Those who are engaged in

business, and the day will be

unfavorable for those who are

engaged in sports and recreation.

Those who are engaged in

business, and the day will be

unfavorable for those who are

engaged in sports and recreation.

Those who are engaged in

business, and the day will be

unfavorable for those who are

engaged in sports and recreation.

Those who are engaged in

business, and the day will be

unfavorable for those who are

engaged in sports and recreation.

Those who are engaged in

business, and the day will be

unfavorable for those who are

engaged in sports and recreation.

Those who are engaged in

business, and the day will be

unfavorable for those who are

engaged in sports and recreation.

Those who are engaged in

business, and the day will be

unfavorable for those who are

engaged in sports and recreation.

Those who are engaged in

business, and the day will be

unfavorable for those who are

engaged in sports and recreation.

Those who are engaged in

business, and the day will be

unfavorable for those who are

engaged in sports and recreation.

Those who are engaged in

business, and the day will be

unfavorable for those who are

engaged in sports and recreation.

Those who are engaged in

business, and the day will be

unfavorable for those who are

engaged in sports and recreation.